

Message Text

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ACTION NEA-10

INFO OCT-01 ISO-00 EB-07 USIA-15 /033 W

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R 251035Z APR 76

FM AMEMBASSY JIDDA

TO USDOC WASHDC

INFO SECSTATE WASHDC 4509

UNCLAS JIDDA 2978

E.O. 11652: N/A

TAGS: BEXP, SA

SUBJECT: PLEXTONE MINI SHOW

MAY 8-13, 1976

REF USDOC 07023

1. REGARDING SUBJECT, EXHIBITORS SHOULD BE APPRISED OF FACT THAT WE ARE PROMOTING SHOW AS GROUP OF INDEPENDENT U.S. BUSINESSMEN WHO ARE INDIVIDUALLY VISITING SAUDI ARABIA. TIME TOO SHORT AND WE DON'T INTEND TO ASK SAG FORMAL PERMISSION FOR IMPROMPTU SHOW.

THIS IS ONE REASON WE SUGGESTED IT FOR COMMERCIAL CENTER INSTEAD OF HOTEL. WE REPEAT OUR EARLIER ASSURANCES THAT THERE WILL BE NO PROBLEMS AND HOPE FOR SUCCESS ALL PARTICIPANTS IF THEY ACCEPT OUR FORMAT.

2. RECENT AIRWAY BILLS RECEIVED FROM SEVERAL PARTICIPANTS INDICATE VALUE OF GOODS UP TO \$5000.00. WE MUST WARN THAT COMMERCIAL CENTER AREA FOR EXHIBITS IS LIMITED TO APPROXIMATELY 700 SQ. FT. EARLIER COMMERCE ADVICE RE CARD TABLE TOP DISPLAYS DO NOT APPEAR TO BE HEEDDED BY PARTICIPANTS. ALSO CLEARANCE AND LOCAL HANDLING FEES FOR GREATER VOLUMES WILL EXCEED OUR ESTIMATE OF \$500.00 IF NOT KEPT WITHIN LIMITS. WE ASSUME PARTICIPANTS WILL PAY FOR ONWARD SHIPMENTS.

3. RECEPTION WILL BE AT RESIDENCE COMATT FOR ABOUT 80-100 LOCAL BUSINESSMEN AND ON MAY 10 OR 11TH.

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4. MEA CONFIRMS RESERVATIONS. 10 DOUBLE ROOMS RESER-
VED AT AL-ATTAS FROM MAY 7, 1976. RATE IS SR 220 PER
DAY PLUS 15 PERCENT SERVICE CHARGE.WE NOTE THAT SOME EXHI-
BITORS HAVE WRITTEN POST STATING THEY INTEND ARRIVE
MAY 5TH. PLEASE WARN PARTICIPANTS OF CRITICAL
HOTEL SITUATION JIDDA.
PORTER

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NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 25 APR 1976
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1976JIDDA02978
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: D760157-0320
From: JIDDA
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1976/newtext/t19760424/aaaaauku.tel
Line Count: 68
Locator: TEXT ON-LINE, ON MICROFILM
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: buchant0
Review Comment: n/a
Review Content Flags:
Review Date: 27 AUG 2004
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 AUG 2004 by cookms>; APPROVED <15 DEC 2004 by buchant0>
Review Markings:

Margaret P. Grafeld
Declassified/Released
US Department of State
EO Systematic Review
04 MAY 2006

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: PLEXTONE MINI SHOW MAY 8-13, 1976
TAGS: BEXP, SA
To: COM
Type: TE
Markings: Margaret P. Grafeld Declassified/Released US Department of State EO Systematic Review 04 MAY 2006